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Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01345 121308Z

20
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 108814
R 121044Z MAR 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 7013

UNCLAS STOCKHOLM 1345

FOR: BIC/OIM: TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: COMMERCIAL PROGRAM: HEALTH CARE EXHIBITION PROCUREMENT

REF: USDOC 3857

1. REF. PARA 1 OF REFTEL, STC EARLIER CONTACTED FORMER PICKER CORP. REPRESENTATIVE AB SCANFORS, WHO NAMED NORDISK ELEKTRA AB AS NEW AGENT. LATTER COMPANY EXPRESSED INTEREST IN SUBJECT SHOW BEFORE REFTEL ARRIVED, BUT MARCH 10 PHONE CALL REVEALED DECISION STILL AWAITED.

2. REF. PARA 2 OF REFTEL, MEDIADA ALREADY DECLINED PARTICIPATION ON MARCH 2 DUE TO PRESENT LACK OF INTEREST IN TRADE SHOWS.

3. REF. PARA 4 OF REFTEL, FERNLUNDS SUCCESSOR ALF MIKKELAE HAD ALREADY DECLINED PARTICIPATION FOR HONEYWELL AB. THOUGH VERY INTERESTED IN SHOW, HE CONSIDERED HIMSELF UNFAMILIAR WITH PRODUCTS.

4. REF. PARA 7 OF REFTEL, PETER TAYLOR OF IVAL EUROPE DECLINED. IVAL ALREADY HAS SINCE 4 YEARS AGO SWEDISH REPRESENTATIVE AGA MEDICAL AB. AGA HAS 90 PERCENT OF MARKET AND OUTLAY FOR EXTRA MARKET EXPOSURE AT SUBJECT SHOW UNECONOMICAL.

5. REF. PARA 8 OF REFTEL, DAVOL U.K ALREADY DECLINED, SEE STOCKHOM 1161.

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6. REF PARA 3 OF REFTEL, LARSEN OF SCAN RESCUE A/S FAIRLY

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INTERESTED, STC WILL PRESS FOR DECISION SOONEST.

7. REF. PARA 5 OF REFTEL, PLEASE IDENTIFY TOWN WHERE PMJ. REYNOLDS LTD. RESIDENT. HERTFORDSHIRE/HERTS. IS COUNTY.

8. FURTHER TO PARA 4 ABOVE, IVAL U.K. MENTIONED A SWEDISH EVENT CONFLICTING WITH SUBJECT SHOW, NAMELY CONFERENCE/ EXHIBITION AT ACADEMIC HOSPITAL IN UPPSALA MAY 13-14, ORGANIZED BY SWEDISH CLINICAL CHEMISTRY ASSOCIATION. APPARENTLY ORTHOPAEDIC SURGEONS FROM ALL EUROPE ATTENDING. EXHIBITION ASPECT PROBABLY SMALL AS EVENT ONLY 2 DAYS. TECHNICON AB ALSO MENTIONED THIS EVENT.
JOHNSON

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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